No Price is Too High To Pay for Freedom

CITIZEN'S DUTIES

1. To render all possible help and assistance for the defence personnel.
2. To increase the production of his factory.
3. To intensify efforts for increased production of agricultural and small-scale industrial commodities to make his State self-sufficient.
4. To avoid all possible strikes and lock-outs that may hamper production.
5. To maintain the price level of all essential commodities and curb the tendencies of hoarding and profiteering by conforming to the various Legislative and other popular measures.
6. To maintain the supply lines of essential commodities.
7. To contribute generously in the form of money, gold and kind for the war effort.
8. To inculcate the highest sense of duty and responsibility.
9. To join the various organisations set up for the defence of the country.
10. To prevent anti-social and anti-national activities of the fifth columnists.
11. To observe strict austerity in consumption of food, clothes and other essential goods, and save for the National Defence Fund.
12. To avoid unnecessary travel so that more important and essential movement may not be hampered.
13. To keep up the morale of the people and prepare them for sacrifices.
14. To check rumour-mongering and to disseminate true and faithful news and information.
15. To join or help Citizen's Committee, N.C.C., Territorial Army and Lok Sahayak Sena and Rifle Clubs.
16. To pray for the victory of our Motherland in this struggle and set aside all differences of caste, creed or party.

MADRAS *Information*

Volume XVII JUNE 1963 No. 6

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This Month's Cover :

Madurai, the cradle of tamil culture and civilisation, is one of the ancient cities of India celebrated in legend and history, in song and ballad. The temple of Meenakshi, around which the town has been built, is as much a shrine visited by pilgrims from all parts of India all round the year as a treasure house of art providing endless enchantment to lovers of art. This ancient temple was renovated and the Kumbabishekam is to take place this month. It is a great event in the annals not only of Madurai but of Madras State.

This man helped start a revolution in automotive transport in 1912

He was the first TVS passenger

51 years ago, it needed as much courage to travel in a bus as was needed to run it! The confidence of our first passenger, who boarded the bus ignoring the warnings of the timid, is the bedrock on which TVS builds its institution.

Today, TVS, with its several units, meets the increasing demands of the automotive industry in all its aspects in South India. As in 1912, it is the confidence of the customer that sustains its progress.

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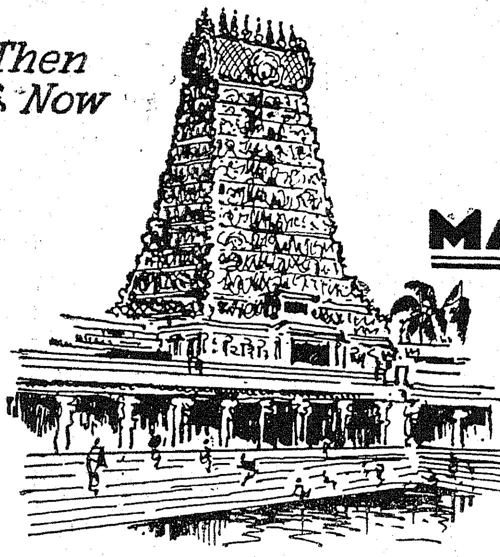


Then & Now

15 JUN 1963
MADRAS

MADURAI

TEMPLE CITY

The Temple and the towers of the famous city, Madurai, are being renovated and the Maha Kumbabishekam has been fixed on 27th June 1963, in the presence of the President of India, Dr. S. Radhakrishnan. The renovation works were inaugurated by Sri M. Bhaktavatsalam, Minister for Finance and Religious Endowments, on 27th May 1963. It is estimated that the total cost of renovation would exceed Rs. 20 lakhs.

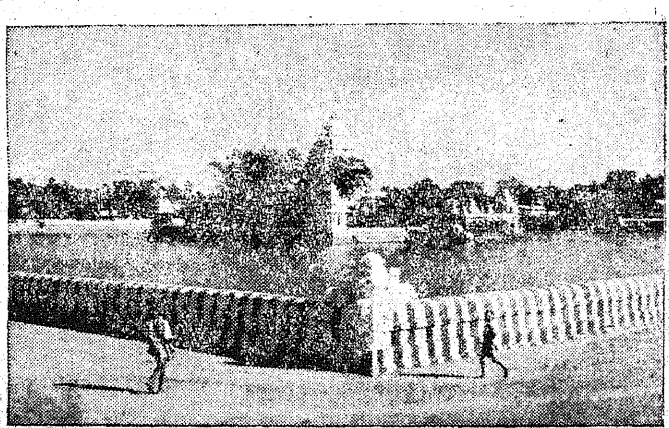
This article, being excerpts from a book by Sri J. P. L. Shenoy, I.C.S., Bar.-at-law, gives an account of the history of the temple and other interesting details connected with it.

MADURAI is the oldest city in South India. Unlike other ancient Indian cities, it has survived the ravages of time and has escaped spoliation at the hands of the Moslem invader.

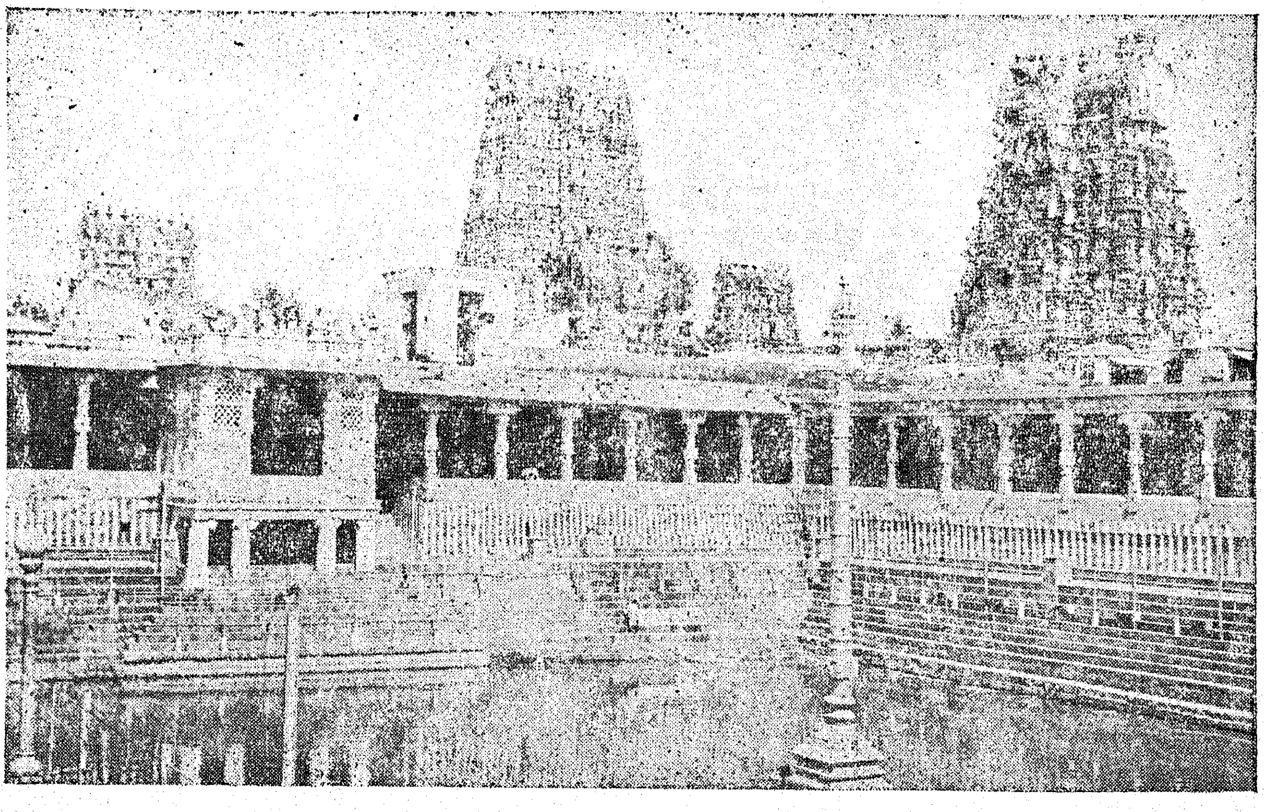
It has been for the last two thousand years the focal centre of Dravidian culture and civilization. European scholars sometimes refer to Madurai as the 'Athens of South India' and the title is not without some justification. As the seat of the Tamil academy, it attracted all the scholars of the south. Famous Tamil poets yearned for recognition from the Madurai Tamil Sangam and were not satisfied with their works until the latter had obtained the hall-mark of this academy. Madurai is one of the few Indian cities which has maintained intact its connections with the past, and its growth is still dependent on roots firmly planted in soil that is 2,000 years old.

The historical background

The History of Madurai is intimately bound up with the History of South India and may, for convenience, be divided into three periods—the ancient, the mediaeval and the modern. Madurai was from the earliest times ruled by the Pandyan Kings. Thus, the Mahavamsa, the famous Ceylonese chronicle, describes Vijaya, the first King of Ceylon (500 B.C.) as the son-in-law of a Pandyan King of Madurai. This is probably the earliest mention made of the ancient city in a historical record. Megasthanes, the Greek ambassador at the court of Chandragupta Maurya (320 B.C.) describes Madurai as being ruled by a Pandyan Princess, who enjoyed the revenue of 365 villages—each village having to pay its tribute on a fixed day of the year. This Queen had an army of 500 elephants, 4,000 cavalry and 13,000 infantry. The city was well known to the ancient Greeks and



Mariamman Teppakkulam



The ancient Madurai Temple wears a new look after renovation

Romans. It is mentioned in Ptolemy's Tables as the seat of the Pandyan Kingdom in the south. Ptolemy refers to 'Modoura' as the Mediterranean Emporium of the south. Reference is made in classical literature to a 'Regio Pandiones', and it seems probable that a Pandyan King sent an ambassador to Augustus in 27B.C. The frequent references to this country by the classical writers is conclusive evidence that the city was sufficiently civilised from earliest times to carry on considerable commerce with European nations. The discovery of Roman coins of the time of Augustus in the vicinity of Madurai confirms this conclusion.

The name of the city

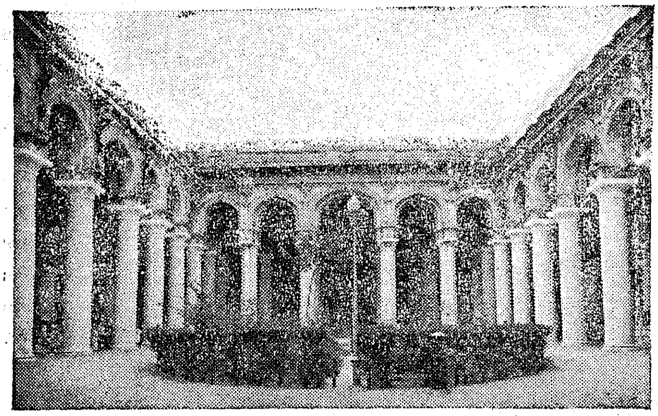
The word Madurai means "sweetness", but it is doubtful whether this interpretation has anything to do with the origin of the name. There is, however, a tradition that Siva was so pleased with the buildings of the city that he sprinkled nectar (Madhu) over it—hence the name. It seems, on the other hand, more probable that an Aryan colony settled down here and named it after their own famous city of Mathura, the modern Muttra of the United Provinces.

The Mediæval Period is the most glittering period in the history of Madurai and the city is justly famous as the seat of the Naiks. They gave to Madurai a succession of strong and able rulers, who brought peace and prosperity to the Madurai country for a period of 200 years. It is during this period that the modern city of Madurai was planned, the lay-out of its main streets determined according to the laws of the Silpa Sastras, and the defences of the city secured against foreign aggression. The credit for these remarkable achievements must undoubtedly go to Viswanatha Naik the first and the greatest of a long line of distinguished rulers. Although Viswanatha Naik was the ablest of the Naik rulers, Thirumala Naik is better known to posterity on account of the famous palace and other buildings erected by him.

Shah Jehan of South India

The next famous king of this line was Thirumala Naik. He ascended the throne in 1623 and ruled over Madurai for a period of 36 years. He was fabulously wealthy, his annual income being estimated at about £1,200,000. He assigned to the Madurai temple, lands yielding an annual income of £41,000. His rule was marked by the splendour of the buildings he erected, many of which remain to the present day. He may reasonably claim to be the Shah Jehan of South India. Skilful workmanship specially delighted him. He attempted far more than he could complete in his reign—the unfinished Rayagopuram is only one of 72 similar gateways that Thirumala planned in various places but could not possibly complete.

The Modern Period may be said to begin with 1781 when the revenues of the Carnatic were assigned by Muhammad Ali to the East India Company. The



Tirumalai Naicker Mahal—Front view

old city of Madurai came to an end soon after 1840, when Collector Blackburn razed to the ground its old fortifications, filled up the ditch of the old fort and opened out upon its glacis the four broad roads, now known as the Veli streets ('Outside streets' as they were beyond the limits of the old town). From this date the town expanded in all directions and considerably relieved the congestion in the old town.

The work of Blackburn

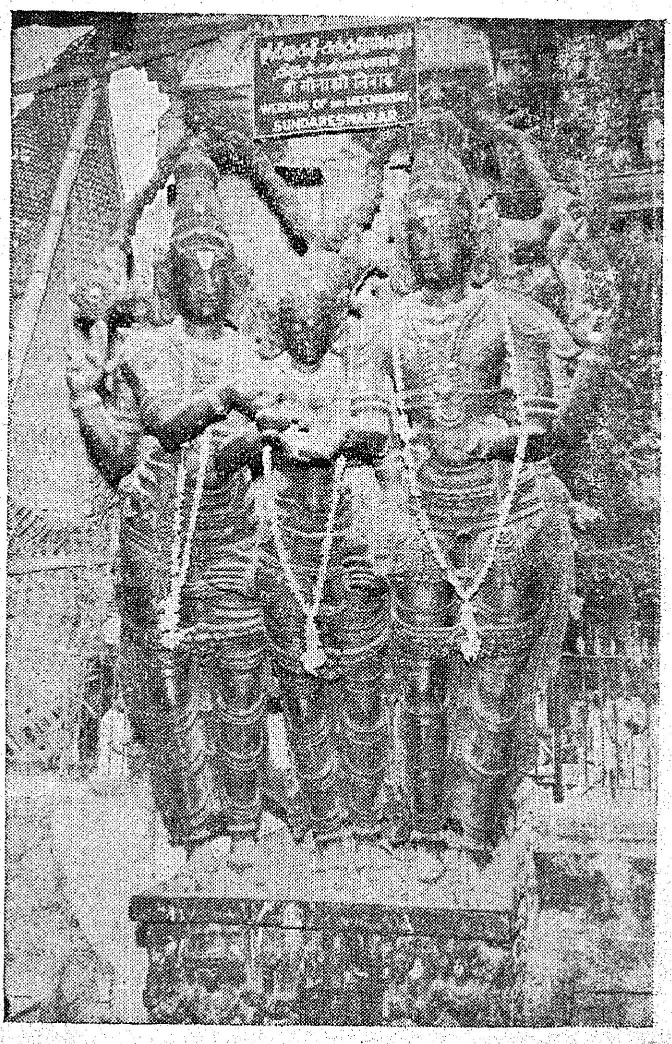
The people of Madurai appreciated the great work of Blackburn and erected a high stone column with a light on it—now called the Blackburn Light. On this monument is an inscription which says that it was erected 'by a grateful people'. But the numerous petitions complaining of his drastic proceedings in effecting these improvements nevertheless found their way to the higher authorities, who thought it expedient to suspend this brilliant officer. He was eventually restored to his post, though this was but poor consolation to him. Madurai was first constituted a municipality in 1866, from which date the municipal council was invested with powers to impose taxation and to carry out the functions of a modern municipality.

In the Pudumantapam also may be seen life-like representations of the ten famous kings of the Naik dynasty, beginning with Viswanatha Naik and ending with Thirumala Naik. Each statue is life-size and what is more, bears a strong family resemblance to its neighbour. Among these, the figure of Thirumala Naik deserves close scrutiny—the folds of his large belly and his indolent eyes are cleverly executed. The artist has here given the minutest attention to detail. We may also observe a depression on the thigh of one of Thirumala's wives, who stands behind him on the same pillar. The story goes that the sculptor could not avoid making this depression, the well-controlled chisel involuntarily slipping at this point. By an odd coincidence, Thirumala's wife did have a mole in the identical spot, but this fact was known to no one but Thirumala himself, so that when the latter saw the sculpture, he immediately suspected the chastity of his wife. While we are not interested in the further developments of the story, this is an instance of realism carried to extremes.

Temple city

The temple stands in the centre of the town, the main roads running roughly parallel to its four sides. The city has grown with the temple as a neucleus and in a real sense, therefore, Madurai is a temple city.

The outer walls of the temple form a rectangle 847 feet by 792 feet. Apart from the innermost shrines of Meenakshi and Sundareswar, it is doubtful whether any portion of the temple is older than the 16th century, but there is no doubt whatever that it occupies the same site as it did in the earliest Pandyan times. The old temple, however, was almost razed to the ground in 1310 during the Moslem invasion of Madurai by Malik Kafur. The outer wall with its fourteen towers was pulled down; the streets and buildings which it protected destroyed, and nothing left of it but the two shrines of Meenakshi and



The Marriage of Meenakshi with Sundareswarar

Sundareswar. "Even these apparently owed their escape, less to any reverence for them in the victor's breasts, than to the outbreak of private dissensions among these Vandals."

120 years to complete

The general plan of the temple was laid down by Viswanatha Naik in 1560 and the outermost walls were commenced during this reign. In succeeding generations, princes, nobles and wealthy merchants vied with one another in completing the structure, without however deviating from the original plan. It is estimated that the temple cost altogether about twelve million rupees and took 120 years to complete. This is not surprising, considering that the carved and plaster figures alone are said to number over thirty-three millions.

The architecture is almost purely Dravidian—its characteristics being the pyramidal towers of colossal height dominating the surrounding landscape for miles around; the rectangular enclosures one within the other like a China box, the use of the flat roof and the entire absence of the arch or dome; delicate sculpture worked in ponderous material, and finally a partiality for long galleries interspersed with sculptured pillars.

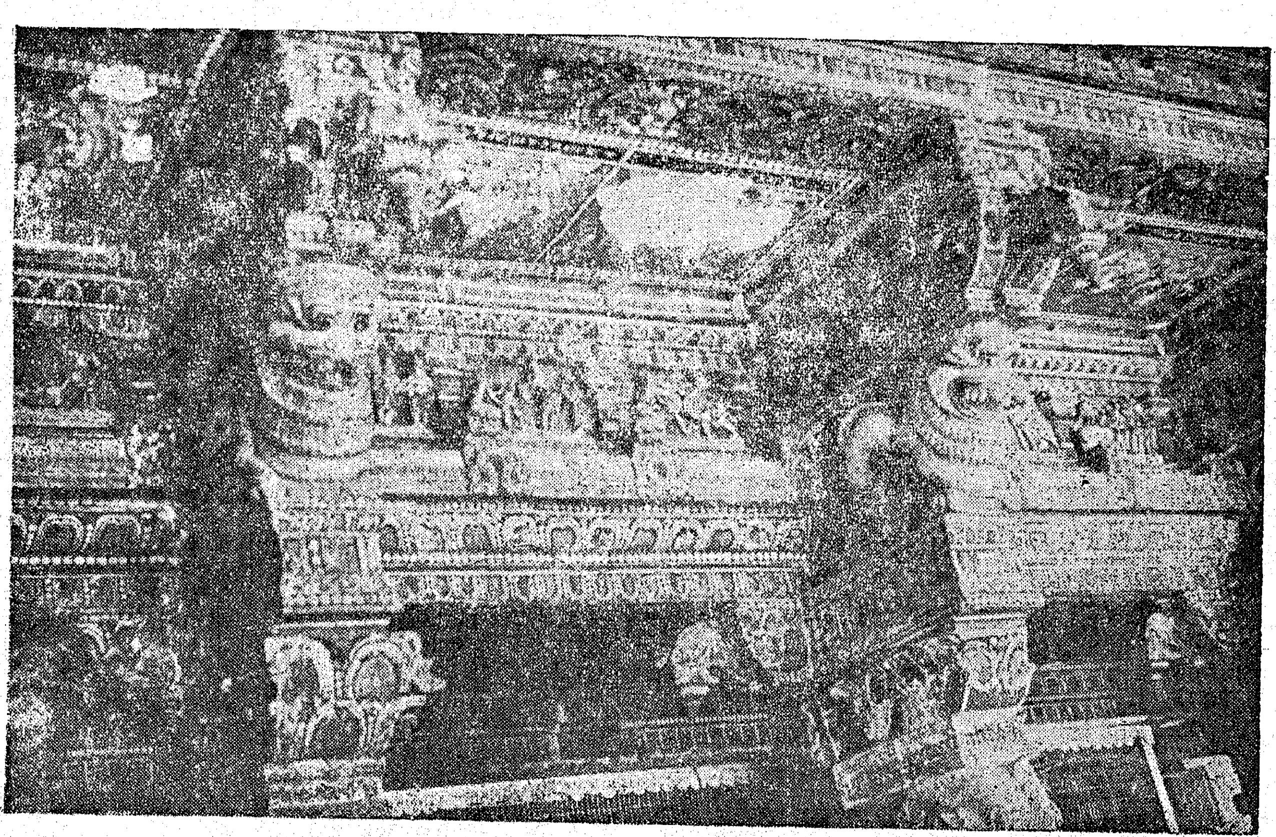
Nine towers

Of the nine towers, the four outer ones are the most significant. Although similar in shape, they differ fundamentally in their ornamentation. For instance while the Western tower is covered with innumerable plaster figures representing scenes from the Puranic stories, the Northern tower is very plain and contains miniatures of the various kinds of Gopurams and Vimanas to be found all over South India.

The Southern tower is the highest of all and rises to 152 feet. Near the gopuram are five curious pillars known as the "Musical pillars". Each of these is composed of 22 slender rods carved out of a single block of granite. The rods emit musical notes when tapped.

The presiding deity

The innermost mantap is the Ardhamantap, from which we get a clear view of the image of Meenakshi. As she is supposed to be the daughter of a Pandyan King, whose emblem was the 'fish', Meenakshi, meaning 'fish-eyed', is depicted with the eyes of a fish. The priests tell us that just as the mother fish has merely to gaze fixedly on her spawn in order to develop life in them (a curious fallacy!), so also does spiritual life stir in the body of the worshippers the moment the Goddess Meenakshi casts her eyes on them. The image, though very small in relation to the size of the temple, is nevertheless inspiring to the devout pilgrim. Indeed, the colossal proportions of the outer towers and the spacious corridors leading up to this small shrine, only serve to enhance the power of the goddess. For the devotee, at last brought face to face with his deity, is immediatly overwhelmed with religious fervour.



The carved ceiling in front of the Sanctum Sanctorum of Meenakshi Temple.

Sino-Indian Problem in Questions & Answers

This feature is being introduced in order to make the readers understand the correct impact of the situation facing the country.

Where does the border lie ?

Question : *What is the extent of the Sino-Indian border ? What is the present conflict about ?*

A The boundary between India and China extends over 2,400 miles and separates the Indian territories of Kashmir and Ladakh, Punjab, Himachal Pradesh, Uttar Pradesh and the North-East Frontier Agency (NEFA) from the Sinkiang and Tibetan Regions of China.

The Sino-Indian dispute concerns the alignment of the border between the two countries. China claims that the Sino-Indian border has never been delimited formally and lays claim to some 50,000 square miles of Indian territory.

India, on the other hand, contends that the Sino-Indian boundary has for long been sanctified by treaty or recognised by tradition, or both, and that the areas claimed by China are indisputably Indian. India has further pointed out that until the present controversy started no Chinese Government had ever questioned India's jurisdiction up to this customary border.

Indian evidence and Chinese assertions

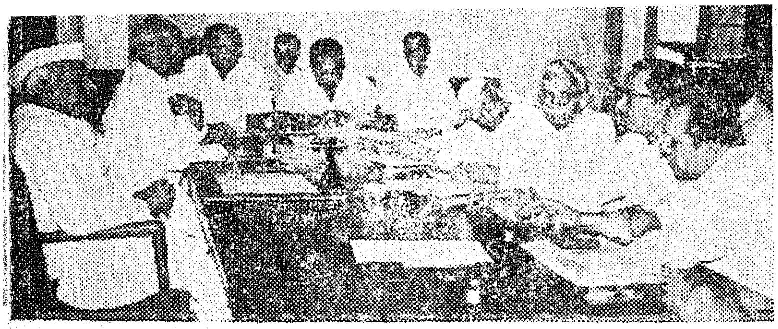
Question : *When did China come out with her claim to Indian territory ? Can India establish her continued sovereignty over the areas now claimed by China ? On what basis does China make her claim ?*

A : It was in September 1959, ten years after the Communists came to power in China, that China for the first time, laid claim to over 50,000 square miles of Indian territory, comprising about 14,000 square miles in Ladakh, 32,000 square miles in the North-East Frontier Agency (NEFA) and smaller areas on the borders of the Indian States of Himachal Pradesh, Punjab and Uttar Pradesh. In addition, China has also claimed some areas in Bhutan.

India has refuted China's claims with massive evidence pertaining to natural geographical features defining boundary and to tradition, treaties and administrative control, all pointing irrefutably to the areas claimed by China having always been part of India. China has based her claims on nothing better than mere assertion of ownership and on obdurate rejection of Indian evidence.

VILLAGE VOLUNTEER FORCE IN MADRAS STATE

The total number of persons enrolled so far in the Village Volunteer Force comes to nearly eleven lakhs and twenty-five thousands. Of this the women members constitute about 42,000. The training programme of Dalapathis and Volunteers is expected to be completed by the end of June. In view of the enthusiastic response of women in Madras, the State Government have launched a separate intensive training programme for women volunteers in which particular emphasis is laid on home-nursing, first-aid, kitchen and gardening.



The Implementation Committee of State Education Ministers on the three-language formula met at New Delhi on 15th April 1963. Sri M. Bhaktavatsalam, Minister for Education, attended the Conference

The Indian alignment of the Sino-Indian border follows the commonly accepted watershed principle. A watershed is a mountain range dividing two river systems or basins. A striking feature, therefore, of the Indian alignment of the border is that it lies along high and continuous watershed, ranging in height from 11,000 to 25,000 feet and forming a majestic wall of nature.

Shifting frontier

On the other hand, the Chinese alignment, made known for the first time at the meeting of the officials of the two countries held in 1960, lacks unity and consistency and jumps from range to range unconnected even by spurs. It zigzags across rivers, lakes, minor watersheds, etc. Above all, the Chinese frontier has been a shifting one, marching with their advancing armies.

An argument advanced by the Chinese was that religious dues or charitable contributions paid to Tibetan monastries amounted to taxes and proved Tibetan administration of the areas concerned. They forget that the Chinese delegate to the 1914 Simla Conference had himself stated that "what is termed spiritual influence should not be confused with what is termed temporal authority".

While India has produced authentic maps and survey reports to show that the border alignment is where these maps show it to be, China has adopted a peculiar attitude in regard to maps. Chinese maps have been changing, pushing the border forward every few years.

In fact, at the officials' meeting the Chinese side did not consider it necessary to exchange maps in support of the respective claims of the two countries and when they did produce maps these were in the 1 : 5 million scale, which could hardly be precise.

Chinese claims part of a plan

Question : China staked her territorial claims against India in September 1959. *What happened during the earlier years? Is there any evidence that China's territorial claims were not thought of suddenly in* 1959, *and that these might have been part of a plan conceived earlier?*

A : Up to the end of 1956 China gave India to understand that there was no border dispute between the two countries. When, in October 1954, Prime Minister Nehru visited China on a goodwill tour he politely drew the attention of Chinese leaders to certain maps published in China showing parts of Indian territory as belonging to China. Mr. Chou-En-lai explained to Shri Nehru that these were old Kuomintang maps which the new regime had had no time to revise. More than four years went by. In his letter to Prime Minister Nehru, dated January 23, 1959, Mr. Chou-En-lai, for the first time, questioned the established boundary alignment between India and China. Even at this stage he laid no specific claims to Indian territory. These came on September 8, 1959, when Mr. Chou En-lai, in a letter to Prime Minister Nehru, gave details of the Chinese demand covering 50,000 square miles of Indian territory in Ladakh and NEFA. When questioned by Shri Nehru why these claims had not been mentioned to him in 1954 when he had brought up the subject of Chinese maps, Mr. Chou-En-lai characteristically replied that the question had not been raised then "because conditions were not yet ripe for its settlement and the Chinese side, on its part, had had no time to study the question".

Part of a plan

In retrospect, Chinese aggression against India appears to have been part of a plan dating back at least to 1954. This is evident from the fact, that, even though China officially repudiated the traditional and customary boundary between India and China only on January 23, 1959, surreptitious Chinese intrusions into Indian territory started in 1954, becoming more extensive from 1954 onwards. China constructed a road across Indian territory in the Aksai Chin area in Ladakh in 1957 and arrested and ill-treated an Indian patrol party in that area in 1958. In 1959, an armed Chinese party crossed the north-eastern frontier of India and occupied the Indian frontier post of Longju. There were numerous other similar incidents along the border.

Massive Chinese invasion

Question : When and how did fighting break out between India and China?

A : The Government of India, keeping up its efforts to settle the Sino-Indian dispute by peaceful negotiations, suggested to the Government of China as late as August 22, 1962, that the two sides should discuss measures to restore the *status quo* in Ladakh (where China had forcibly occupied 12,000 miles of Indian territory) so that further talks could be held to finally settle the border question.

But China had obviously decided upon other measures to settle the dispute. On September 8, 1962, Chinese forces crossed the north-eastern frontier of India for

the first time, and attacked one of the Indian frontier posts in that region. (At a Press Conference in New Delhi on April 25, 1960, Mr. Chou-En-lai had stated: "We are prepared to maintain the present state of that sector—Eastern sector—of the boundary. We will not cross the McMahon Line.")

Despite this unprovoked attack, and unaware of what China was secretly planning, India continued to reason with China to persuade her to withdraw her troops to her side of the international border. On October 6, 1962, India wrote to China to correct the situation created by this new aggression so that talks for reducing tension on the border could be further pursued.

On October 20, China launched a massive invasion of India simultaneously in the north-east and in Ladakh. The size of the attack and clear evidence of careful pre-planning made it apparent that while India had continued to reason passionately to bring China to the path of peaceful negotiation, China had been secretly planning the invasion.

Panchsheel agreement flouted

Question: *What are the facts of the much talked about Panchsheel agreement between India and China signed in 1954?*

A: An agreement on Trade and Intercourse between Tibet and India was signed on April 29, 1954 and ratified on June 3, the same year. Under the agreement India gave up all extra-territorial rights and privileges enjoyed in Tibet by the predecessor British Government of India and recognised that Tibet was a region of China.

In the preamble of the agreement, the two countries reaffirmed that they would abide by the Five Principles of Peaceful Co-existence (*Panchsheel*). Those were: mutual respect for each other's territorial integrity and sovereignty, mutual non-aggression, mutual non-interference in each other's internal affairs, equality and mutual benefit and peaceful co-existence.

The 1954 Agreement on Trade and Intercourse between Tibet and India lapsed on June 2, 1962 at a time when the high principles enshrined in it lay in ruins on the Sino-Indian border as a result of China's double-faced behaviour.

India's persistent peace efforts

Question: *What has it not been possible for India and China to reach a border settlement despite nine years of negotiations and correspondence? What steps has India taken to settle the dispute peacefully?*

A; The nine-year history of the Sino-Indian conflict is the history of unremitting efforts made by India, and Shri Nehru personally, to bring the Sino-Indian conflict to a happy and peaceful end. These efforts have been, equally assiduously, thwarted and rebuffed by Chinese leaders, whose twin policies since 1954 have been to push forward their troops stealthily into Indian territory claimed by them and simultaneously to proclaim peaceful intentions, all the time holding India guilty of obstructing negotiations.

India has taken a number of positive steps to settle the dispute. It was in pursuit of her policy of peace

COMPULSORY N.C.C. SCHEME FINALISED

Maj-Gen. Virendra Singh, Director-General of N.C.C. had disclosedth at necessary arrangements for compulsory N.C.C. training had been completed and the scheme would be launched throughout the country in the next academic year.

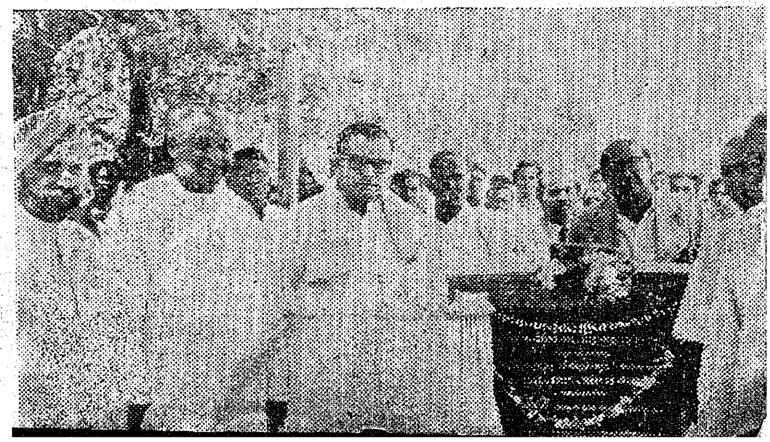
Addressing a News conference, Major-General Virendra Singh said, initially the scheme would bring about 8—5 lakhs students under N.C.C. training. When the movement gathered momentum, there would be about 2·5 million students under N.C.C.

About 2,500 officer-cadets drawn from the teaching staff of colleges were undergoing training in eight camps.

A student would be exempted from undergoing N.C.C. training only if he was found medically unfit by a medical board constituted by the University.

Compulsory N.C.C. training was not conscription, explained Major-General Singh. There was no compulsion of any kind of military service after N.C.C. training.

The foundation stone for the Canning Factory at Tuticorin was laid by Sri N. S. S. Manradiar, Minister for Co-operation and Fisheries, on 9th April 1963.



that India signed the Panchsheel agreement with China in April 1954, the very basis of which was peaceful co-existence between nations.

When, in 1954, China started intrusions into Indian border areas, India did not give publicity to them "in the hope", to quote Prime Minister Nehru in his letter to Mr. Chou-En-lai, dated September 26, 1959, "that a peaceful solution to the dispute could be found by agreement by the two countries without public excitement on both sides."

In April-May 1958, at the invitation of the Government of India, talks were held between representatives of the two Governments on the question of Barahoti (referred to as Wuje by the Chinese), a town in the middle sector on the border of Uttar Pradesh which China claims to be in her territory. The talks disclosed that China did not, at that stage, even had precise knowledge of the area she was claiming. Nothing came out of the talks.

On November 16, 1959, the Government of India, keen as ever on a peaceful settlement, proposed that in the Ladakh area India should withdraw her troops to the line which China claimed as her boundary and Chinese troops withdraw behind the traditional and customary boundary alignment shown on Indian maps. The proposal was intended to eliminate the risk of border clashes. China rejected this proposal.

Report of officials

In 1960 officials of the two sides met to examine all relevant documents in support of the stands of the two Governments and submit a report. The Government of India published, on February 14, 1961, both the Indian and Chinese sections of the report. China at first did not acknowledge even the existence of the report, and finally published a garbled and truncated version of the Chinese section of the report—but 14 months after India published it.

On May 14, 1962, the Government of India renewed their suggestion, first made on November 16, 1959, about the withdrawal of the troops of the two sides in Ladakh. India went out of its way and expressed its willingness even to permit the use of the Aksai Chin Road, constructed by the Chinese in Indian territory, for Chinese civilian traffic. This offer was made as a token of India's earnest desire for a peaceful settlement. China rejected the offer.

The Government of India on July 26, 1962, indicated their willingness, as soon as the current tensions had been eased and the appropriate climate created, to enter into further discussions on the basis of the report of the officials submitted in December 1960. The Government of China insisted that discussions on the boundary question should take place on the basis of the report of the officials but stipulated that there could be no question of their vacating the Indian territory unlawfully occupied by them.

The Government of India suggested on August 22, 1962, that discussions be held between the two Governments for the definition of measures to restore the *status quo* of the boundary in the Ladakh region which had been altered by force during the past five years by China.

Fresh aggression

While notes for finalisation of dates for talks were still being exchanged, Chinese troops on September 8, 1962, marched across the hitherto peaceful international boundary in the eastern sector (NEFA).

Even then, the Government of India, hoping against hope, requested the Government of China on October 6, 1962, to correct the situation created by this latest Chinese aggression and to withdraw their forces to their side of the international frontier so that the Indian proposal regarding talks for reducing tensions made earlier could be pursued further.

The Indian Prime Minister suggested even after the Chinese invasion of October 20, 1962, that the border issue be settled by a reference to the International Court of Justice at the Hague or by arbitration. China has not responded to the first suggestion and has rejected international arbitration. Six friendly Afro-Asian nations met at Colombo and proposed in December 1962 a basis on which India and China could start talks. While India accepted the proposals *in toto* on January 27, 1963, China has continued her negative, stone-walling tactics.

We Can't All Hold Rifles—

Atleast Let's Hold Together

The Growth of Co-operative Movement in India

Co-operation as a way of life has come to stay. It has permeated all sections of society and all spheres of human activity in every nook and corner of the country.

The Co-operative Movement in India, which started about 60 years ago, gathered momentum after Independence. The special efforts taken to accelerate the growth of Co-operative Movement had achieved much success in the first decade or planning.

In the Third Five-Year Plan, Co-operation has been assigned a vital role as a sound People's Movement. It is planned to bring all the 5½ lakh villages within the Movement.

One of the targets of the Third Five-Year Plan is that three-quarters of the agricultural population should be members of service co-operatives.

It was in 1904 only that the co-operative movement, as understood in the West, was introduced in India. Inter-dependence or co-operation has always been the very keynote of the Hindu family, joint in food, worship and estate, and the traditional village organisation under which for example, cane cultivators frequently own one or two cane mills together which they take turns in driving with their bullocks.

Examples are not wanting where co-operation as a subject has often been mentioned. During very early days of Maurya Dynasty, Chanakya in his "Kautilya Arthashashtra" had provided, "Whoever stays away from any kind of co-operative undertaking shall send his servants and bullocks to carry on the work, shall have a share in the expenditure but not in the profits". There is also a reference of craft guilds, with banking as a feature of their activities in Vedas and the laws of Manu.

On the basis of the recommendations made by Mr. F. Nicholson, who recommended co-operative societies, a committee meeting in Calcutta in December 1900, considered the introduction of co-operative credit societies.

A new law was passed in 1904 on the model of the English Friendly Societies Act. This was simple, elastic and left a wide discretion to the Provincial Registrars to be appointed under it in building up their own co-operative structure. It followed Nicholson recommendations for the initiating of village banks. The announced aim of Government of India was to lay down the general outline and have the details to be filled in gradually, on lines which the experience of failure or success and the natural development of the institutions may indicate as best suited to each part of the country.

"The spirit of co-operation should inspire all our activities from the panchayat to the cabinet. Apart from that the co-operative movement itself can help the resuscitation of our villages".

—*Dr. RADHAKRISHNAN*

The 1904 Act gave a long awaited impetus to the co-operatives but since its scope was limited, it did not provide for non-credit co-operatives nor did it provide for co-operative financing agencies. To remove these deficiencies a fresh Act was passed in 1912.

In 1914, the Government of India appointed a committee to study the working of the co-operatives in the country. It laid emphasis on education, proper selection of members and thorough audit and supervision.

In 1937 the Government of India created Agricultural Credit Department in the Reserve Bank of India to provide finance to co-operatives and carry out periodical investigations in the working of the movement.

Madras efforts

In February 1939, the Madras Government appointed a committee under the Chairmanship of the late Sri T. Vijayaragavachariar to examine the progress made by the Co-operative movement in the State since the Townsend Committee had reported in 1928 on the working of the movement. The Committee made recommendations in 1940 to enlarge its sphere of activities so as to enable it to become a powerful instrument of rural prosperity.

In February 1955 the Government of Madras appointed a Committee under the Chairmanship of T. M. Narayanaswamy Pillai which submitted its report in 1956.

The Saraiya Committee appointed by the Government of India in 1945 came out with detailed and specific recommendations about all possible types of co-operatives, and Government assistance in terms of legislative, financial and personnel.

In 1951 Rural Credit Survey, initiated for collecting facts and statistical information by Reserve Bank of India to assist it, the Government of India and State Governments for formulating an integrated policy in the sphere of rural credit, revealed that co-operatives were only supplying 3 per cent of the total rural credit needs in the country, most of which was given to well-to-do farmers who were credit-worthy. It came to the conclusion that co-operatives have proved inadequate but there is no alternative to co-operation in this country for the promotion of Agricultural credit and rural development.

This committee laid down some fundamental principles.

1. State partnership.

2. Full co-ordination between credit and other economic activities.

3. Administration through adequately trained and efficient personnel responsive to the needs of the rural population.

The committee, therefore, recommended integration of marketing and credit large-sized primary societies. Security of loans should be the expected crops to be sold through marketing co-operatives. It also recommended creation of certain statutory funds and institutions under different agencies in such as Reserve Bank of India, Government of India, State Governments and various co-operative organisations. It also recommended nationalization of the Central Bank of India which is now nationalised so as to provide banking facilities.

The Reserve Bank of India, Government of India and State Governments have already accepted these recommendations and various steps are already being taken to implement them.

Great progress

The co-operative movement in India has made more progress in the last five years than during the previous 50 years. It is still a long way to go before it can claim to have brought about to an appreciable degree the dispersal and decentralisation of economic power. But every crisis is a blessing in disguise in some ways. The present one by giving a new impetus to co-operation, may help in ensuring that the movement penetrates far and wide, generating enthusiasm for a concept and an economic weapon ideally designed to make Socialism and Democracy living realities and a formidable bulwark against the inroads of an expansionist imperialism flaunting outdated jargons.

" Our future lies in a co-operative approach ; The Co-operative approach has to be prepared for, worked for and trained for."

—*Pt. JAWAHARLAL NEHRU*

CO-OPERATIVE DEVELOPMENT IN MADRAS STATE

A REVIEW

The Co-operative Movement has developed considerably and made striking progress in varied directions in recent years in this State. This expansion was largely due to the planned development of the movement under the Five-Year Plans, the large measure of financial and other forms of assistance provided to the co-operatives by the State and the Central Governments and the active and enthusiastic participation of the non-official co-operators in the movement. During the Third Plan period, the tempo of the co-operative movement has increased considerably. The major schemes included under 'Co-operation' are the expansion of the agricultural credit, development of co-operative marketing and co-operative farming, training of personnel, development of consumers' co-operatives, etc.

Second Plan Provision

The total Second Plan provision for co-operative development schemes and achievements and the provision for the Third Plan period for 1961–62 and 1962–63 are indicated in the statement below :—

Name of the scheme.	*Total Second Plan provision.*	*Achievement during Second Plan.*	*Total Third Plan provision.*	*Provision for 1961–62.*	*Achievement during 1961–62.*	*Provision for 1962–63, (Revised Estimate).*	*Achievement during 1962–63 (up to 31st December 1962).*
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
				(RS. IN LAKHS.)			
I. Co-operation—Credit, Marketing, Farming, Education and Training, Co-operative Sugar Factories, Co-operative Stores and Miscellaneous.	2,83·88	2,65·34	4,71·06	1,05·143	1,21·296	1,09·80	60·86
II. Co-operative Dairying	69·92	70·83	1,47·75	27·71	21·05	21·94	13·94
III. Housing	* 1,02·31	* 1,32·37	* 1,75·00	* 35.00	* 37·87	45·00	30·50

Agricultural Credit—(1) Financial targets and achievements—

Targeted provision in the Second Plan (1956–57 to 1960–61).	*Total expenditure at the end of the Second Plan.*	*Targeted provision in the Third Plan (1961–62 to 1965–66).*	*Targeted provision for 1962–63. (Revised Estimate).*	*Anticipated expenditure in 1962–63 (up to 31st December 1962).*
		(RS. IN LAKHS.)		
73·82	66·76	1,47·56	31·10	22·07

(2) Physical targets and achievements—

Serial number and items.	*Position at the beginning of the Second Plan.*	*Achievements during the Second Plan.*	*Target for Third Plan (1961–62 to 1965–66).*	*Target for 1961–62.*	*Achievements during 1961–62.*	*Target for 1962–63.*	*Achievement during 1962–63 (up to 31st December 1962).*
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1 Percentage of villages covered by Co-operatives	49	100	(All the villages are already covered. Hence no targets).				
2 Percentage of rural population served (i.e., membership in terms of families).	21	62·24	85	65	72	75	75

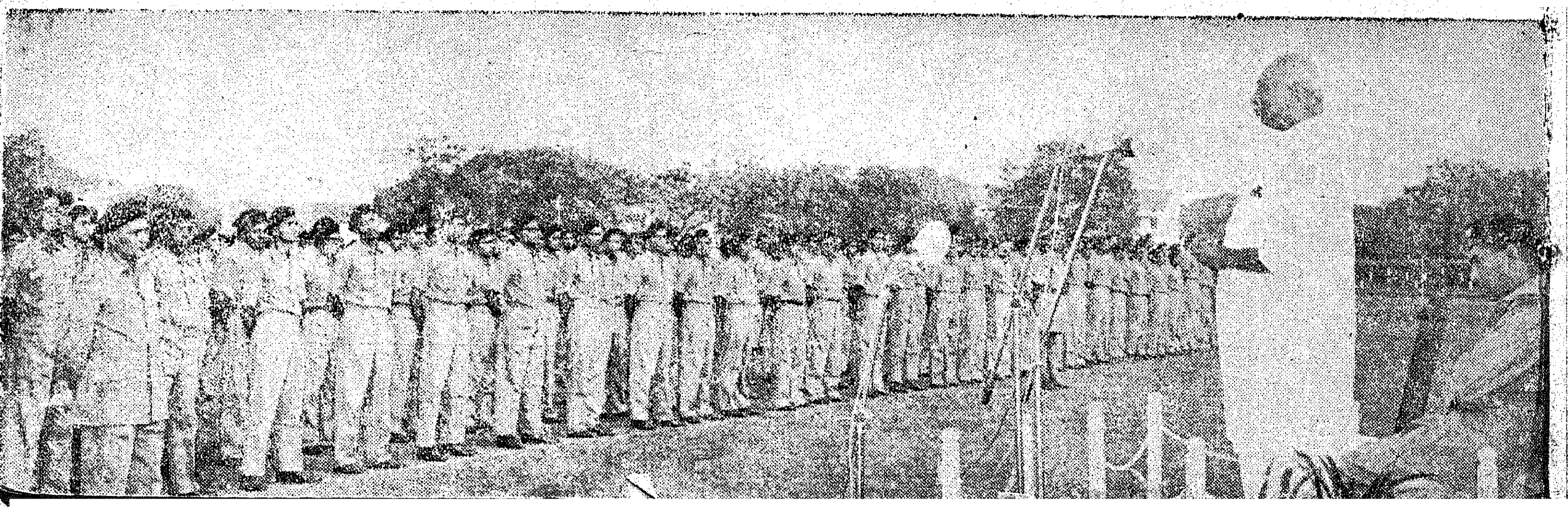
* Plan schemes only, i.e., Low Income Group Housing and Subsidised Industrial Housing Schemes only.

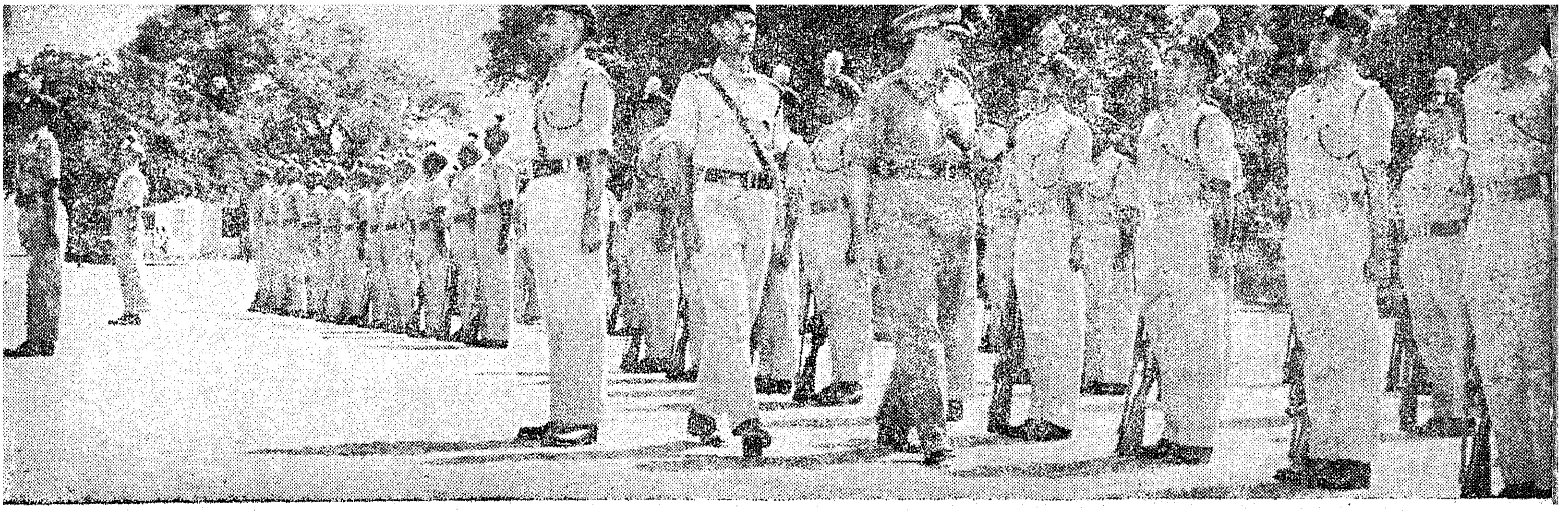
(2) Physical targets and achievements—*cont.*

Serial number and items.	*Position at the beginning of the Second Plan.*	*Achievements during the Second Plan.*	*Target for Third Plan (1961–62 to 1965–66).*	*Target for 1961–62.*	*Achievements during 1961–62.*	*Target for 1962–63.*	*Achievements during 1962–63 (up to 31st December 1962).*
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
3 Amount of credit supplied in a year—							
(*a*) Short-term and medium-term (Rs. in crores).	6·00	23·95	47·00	26·25	29·14	32·00	26·59
(*b*) Long-term (Rs. in crores) ..		1·75	3·00	1·75	2·33	2·00	1·81
4 Number of village credit societies formed.	7,741	9,513	600	200	477	100	200
5 Number of agricultural banks formed.	..	330	..	..	..	..	..
6 Number of credit unions formed ..	..	150	..	..	..	.	..
7 Number of multi-purpose societies affiliated to credit unions.	..	507	..	..	..	..	..
8 Number of existing small-sized societies taken up for revitalisation.	..	1,758	2,300	1,500	1,500	500	500
9 Number of Land Mortgage Banks formed.	66	92	16	4	4	3	1
10 Number of office buildings put up by agricultural banks with Government assistance at the rate of Rs. 10,000 per society.	..	100	50 Proposals sanctioned.	20 All the buildings are under various stages of constructions.	20	10	15
11 Number of office buildings put up by supervising unions with Government assistance at the rate of Rs. 15,000 per union.	..	13	13	6 Proposals sanctioned. All the buildings are under various stages of construction.	6	4	7
12 Amount of share capital contributed by and to be contributed by members, financing banks and Government (Rs. in lakhs).	2,94·68	9,16·84	14,15·00	10,38·50	11,28·60	12,52·60	13,41·84
13 Amount of deposits tapped and to be tapped by Madras State Co-operative Bank and primary societies (Rs. in lakhs).	..	17,15·56 (as on 30th June 1961).	32,00·00	19,56·00	20,87·76	22,90·00	2[illegible],4[illegible]·23
14 Number of blocks covered by Full Finance Scheme.	..	43 C.D. blocks.	375 C.D. blocks.	..	46 C.D. blocks.	57 C.D. blocks.	103 C.D. blocks (progressive figures).

The co-operative credit expansion programme chalked out is to extend the benefit to all the villages hitherto not served by co-operatives and to increase the membership of the rural co-operatives to 38·76 lakhs representing 85 per cent of the rural population and to increase the credit provided by them from year to year so as to bring it to Rs. 50 crores in the last year of the Plan period. This expansion of credit was sought to be achieved by organising 600 new village credit societies, wherever necessary, revitalising and developing the activities of 2,300 existing societies, organising 16 new land mortgage banks and strengthening the share capital and deposit position of the co-operatives at all levels.

Sri K. Kamaraj. Chief Minister, inaugurated the city Home Guards at the Rajaratnam Stadium on May 1st, 1963





Maj-General Virendra Singh, Director-General, National Cadet Corps, is seen in the picture inspecting a ceremonial parade by the Cadets of the Pre-Commission Training School at the Pachiappa's College grounds at Chetput, on 8th May 1963

With a view to strengthening the resources of the co-operative financing agencies and augmenting their borrowing power, the State Government continued to participate in their share capital.

Full Finance Scheme

The Full Finance Scheme which is an intensified endeavour in the credit expansion programme was in operation in 47 Community Development blocks in the State, including the 26 blocks in the Thanjavur district where the Intensive Agricultural District Programme is being implemented. On a phased programme, this scheme was extended to 56 more blocks from September 1962. At present it is in operation in 103 Community Development blocks.

To cover the risks involved in the provision of credit to the landless tenants and marginal and sub-marginal cultivators Government have agreed to reimburse losses, if any, sustained by the societies in the scheme areas up to a limit of 10 per cent of the total short and medium-term loans issued by them, subject to the condition that two-thirds of the losses in individual cases will be met by them, the remaining one-third being borne by the Madras State Co-operative Bank, the Central Banks and the Primary Societies themselves.

The extension of credit facilities to marginal and sub-marginal cultivators and landless tenants, necessarily involves an element of risk. The Government have accepted the recommendation of the V. L. Mehta Committee to make outright grants to the special bad debt reserves of the societies and central banks and they have decided to contribute to this reserve from the year 1962–63 onwards. It is expected that the total contributions during the Third Plan period will be about Rs. 80 lakhs.

Intensive Agricultural Programme

The Intensive Agricultural District Programme is being implemented in 26 Community Development blocks in the Thanjavur district. The co-operatives in the area are required to provide production credit to the cultivators on the basis of the farm production plans prepared by the Agricultural Department staff. There are 372 village co-operatives in the 570 villages included in the Intensive Agricultural District Programme with a membership of 1·25 lakhs representing 80·7 per cent of the rural population. During the year 1962–63 (i.e., from 1st April 1962 to 31st December 1962) short and medium-term loans amounting to Rs. 91·35 lakhs were issued by the co-operatives on the basis of individual farm production plans. Out of the 35,889 members of societies to whom loans were issued, 10,938 were tenants and the production loans issued to these tenants amounted to Rs. 27·64 lakhs.

Co-operative marketing

The various facilities extended to the agriculturists for production can help the producers only if they are accompanied by effective arrangements for the marketing of their produce. This has also been recognised by Government and a determined effort has been made during the year 1961–62 to develop the marketing activities of the co-operative marketing societies by bringing about closer co-ordination between the credit co-operatives and the marketing societies at the primary and district levels. Besides arranging for the sale of their members produce as agents, marketing societies have also been encouraged to undertake outright purchase and sale of produce subject to certain conditions and the measures taken have yielded better results. The value of produce marketed rose from Rs. 4·94 crores during 1960–61 to Rs. 9·97 crores during the year 1961–62. During the current year it is expected to go up to Rs. 10·60 crores. Financial assistance is also given to the co-operative societies for construction of godowns and the societies have constructed 155 godowns so far.

Co-operative sugar factories

During the Second Plan period, four co-operative sugar factories were formed at A.K. Puthur in the Coimbatore district, Ambur in North Arcot district, Padalam in Chingleput district and Mohanur in Salem district. The first three have gone

THE ROCHDALE EXPERIMENT

In Consumer Co-operation, co-operation is generally understood to mean either controlled money-lending (credit societies) or spoon-fed fancy stuff that never gets beyond the idea of helping the producer. Consumer co-operation is something quite different and is the only kind that is economically sound, that pays everybody, and that nothing stops.

It started just over a hundred years ago in the Lancashire town of Rochdale. The original members of the society were so poor that they could not even rent a shop and they did their small business after working hours in an upper room, where they bought tea and sugar and candles and similar necessities for pence and halfpence. But their business has never stopped growing. The word went round and canny Lancashire folk got on to it. Soon it spread to Yorkshire and then all over the country. The new societies linked up with the parent society to form the co-operative whole-sale for buying purposes and also for the establishment of their own farms and factories. To-day it is far and away the biggest single business organisation in private hands in Britain, represents hundreds of millions pounds of capital assets and retail sales of the hundreds of million pounds annually.

The movement naturally has spread to other countries, but chiefly throughout Scandinavia.

The secret of success lies in the fact that the profits go to the purchasers, not to the sellers, and the dividends are distributed to members on the amounts purchased by them during the year of half-year.

into production. The fourth factory is receiving machinery from the suppliers and is expected to go into production in 1963.

During the year 1961–62, two co-operative sugar factories, one at Kallakurichi in the South Arcot district and another at Alanganallur in the Madurai district were registered. The Government have so far invested a sum of Rs. 1.05 lakhs in the shares of the sugar factories. During the year, i.e., 1962–63, it is expected that Government will invest a sum of Rs. 10 lakhs, Rs. 5 lakhs each in the shares of the sugar factories at Kallakurichi and Alanganallur.

Besides participating in the share capital of the sugar factories, Government have guaranteed the deferred payments to be made by the factories to the suppliers of machinery and the loans taken by the factories from the Industrial Finance Corporation of India towards capital expenditure. The total financial assistance provided by Government to each co-operative sugar factory including guarantee is of the order of Rs. 1 crore.

Co-operative farming

In Madras State, it is proposed to introduce 12 pilot projects at the rate of one for each district. According to the pattern evolved by the Government of India, each farming society in the pilot project area will be given financial assistance to the extent of Rs. 12,200 by way of participation in its share capital, loans and subsidies for construction of a godown-*cum*-cattle shed, medium and long-term loans for other purposes and subsidies for employment of managerial staff. As assistance on the above pattern is considered inadequate the State Government continue to provide assistance to the societies on the pattern already evolved by them.

During the year 1961–62, 21 joint farming societies were formed in the blocks selected for the purpose in the districts of Madurai, Ramanathapuram and Tirunelveli. Besides, 5 societies were also formed in the non-pilot areas. During the current year (i.e.), 1962–63, 39 societies are proposed to be formed (9 in the old pilot projects started in 1961–62 and 30 in the districts of Salem, Coimbatore and Chingleput). Out of these, 12 societies (which include 9 backlog societies of the previous year) have been organised so far. Besides these, 5 more societies will be formed in the non-pilot areas out of which 3 have so far been organised.

Besides joint farming societies, other types of farming societies are also working in the State.

Government have opened a Farming Wing in the Bhavanisagar Rural Extension Training Centre for the training of Secretaries/Managers as also office-bearers of farming societies and sanctioned the posts of a Co-operative Sub-Registrar and an Agricultural Demonstrator for appointment as Instructors. Forty candidates both officials and non-officials underwent training from 1st May 1962 to 31st October 1962.

A Committee with the Registrar as Chairman was constituted by the Government to examine the working of co-operative joint farming societies and to suggest measures to rehabilitate such of the societies as were not working satisfactorily and the steps to be taken to ensure prompt utilisation of the financial assistance given by Government. The Committee submitted its report in December 1962. The report is under the consideration of the Government.

The rapid expansion of the movement in various directions has been making an increasing demand on trained personnel. Hence various schemes have been included in the Third Five-Year Plan for the education and training of the officials and non-officials involved in the movement. At the beginning of the Third Five-Year Plan period, there were five training institutes situated in Thanjavur, Coimbatore, Madurai, Salem and Kancheepuram to give training to those employed or seeking employment in co-operative institutions besides the Central Co-operative Institute at Madras which was imparting training to the departmental candidates. During the year 1961-62, two more institutes were established, one at Vellore and another at Tirunelveli and these institutes are providing training facilities for the candidates deputed by co-operative institutions. One more training institute was also established in Madurai for training the departmental candidates. From 1st July 1962, the Tamilnadu Co-operative Union co-ordinates the activities of these institutes. The co-operative training institutes established by Government for the training of departmental candidates were also transferred to the administrative control of the Tamilnadu Co-operative Union from 1st July 1962. The Union is also in charge of the co-operative training centre at Madras from 1st July 1962 for giving training to the intermediate officers and senior officers of the co-operative institutions and of the Department.

For non-official members

The scheme for giving training to the non-official members of the co-operative movement in the principles and practice of co-operation was implemented in 24 Community Development blocks and also in Madras City. During the year 1962-63, it was extended to 12 more blocks. The scheme is now under implementation in 36 Community Development blocks and also in Madras City.

The Tamilnadu Co-operative Union is also conducting a short-term course for six months for the untrained employees of co-operative institutions who are already in service and have gained sufficient experience and who do not require detailed training. It is also implementing the scheme of publicity and propaganda and conducting seminars on specified subjects. During the year, two District Co-operative Unions will be formed, one for Chingleput district and the other for Madurai district.

The assistance provided to consumers' co-operatives is in the shape of participation in the share capital, issue of loan for putting up processing units and grant of subsidies for meeting managerial expenditure.

Scheme for the stabilisation of prices

With a view to stabilising the prices of essential commodities in the present context of National Emergency a scheme for the organisation of a large number of consumers' co-operative stores in the cities and towns with a population of 50,000 and above, has been sanctioned by the Government as a centrally sponsored scheme. The scheme is to be implemented in three phases. In the first instance, the scheme has been introduced in the 9 cities and towns with a population of 1 lakh and above. (Madras, Thanjavur, Tiruchirappalli, Madurai, Tuticorin, Nagercoil, Vellore, Salem and Coimbatore.) The scheme envisages the opening of 71 retail units in addition to the existing 103. The scheme is under implementation from November 1962. So far 61 retail units have been opened and this includes 10 units sanctioned under the pilot scheme. These retail units have been generally drawing their supplies from the respective District Co-operative Supply and Marketing Societies or the Madras State Co-operative Marketing Society. All the retail units which have been opened, have been generally able to sell essential commodities at prices lower than the market rates, keeping only the minimum margin required for their working expenses. The daily average sales in the retail branches ranges from about Rs. 100 to Rs. 500 per unit according to the localities in which they are situated, the classes of people served and the periods during which the units have been functioning. The sales are now catching up in most of the units and they are expected to improve further when the retail units are stocked with supplies from the bulk purchases to be made by the State and the District Supply and Marketing Societies. Government have provided financial assistance for the working of the scheme in the shape of participation in the share capital

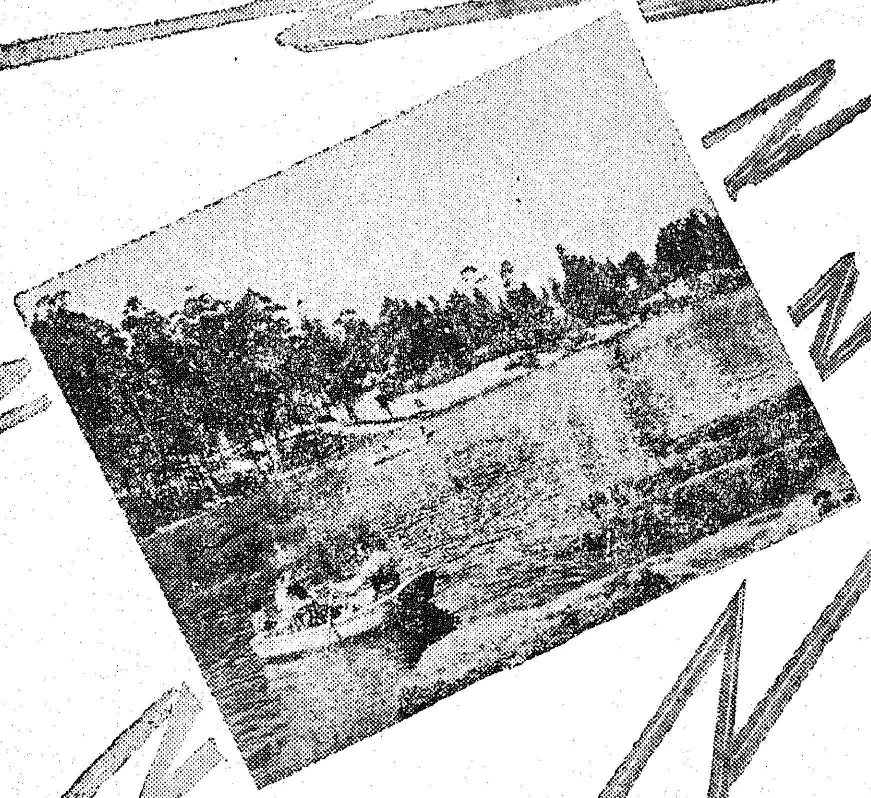
ONE LAKH CONSUMER CO-OPERATIVE STORES IN NEXT TWO YEARS

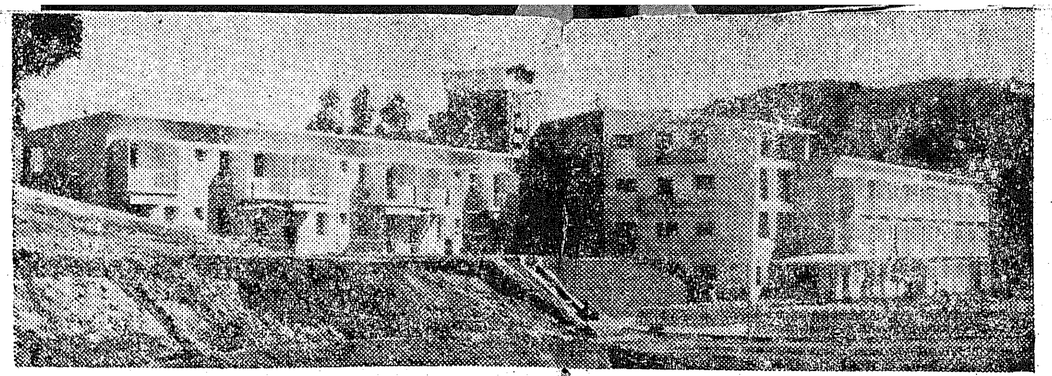
"About one lakh consumer co-operative centres would be organised in the countryside during the next two years", said Sri Shriman Narayan, Member, Planning Commission, in a talk broadcast from the Delhi Station of All India Radio, recently.

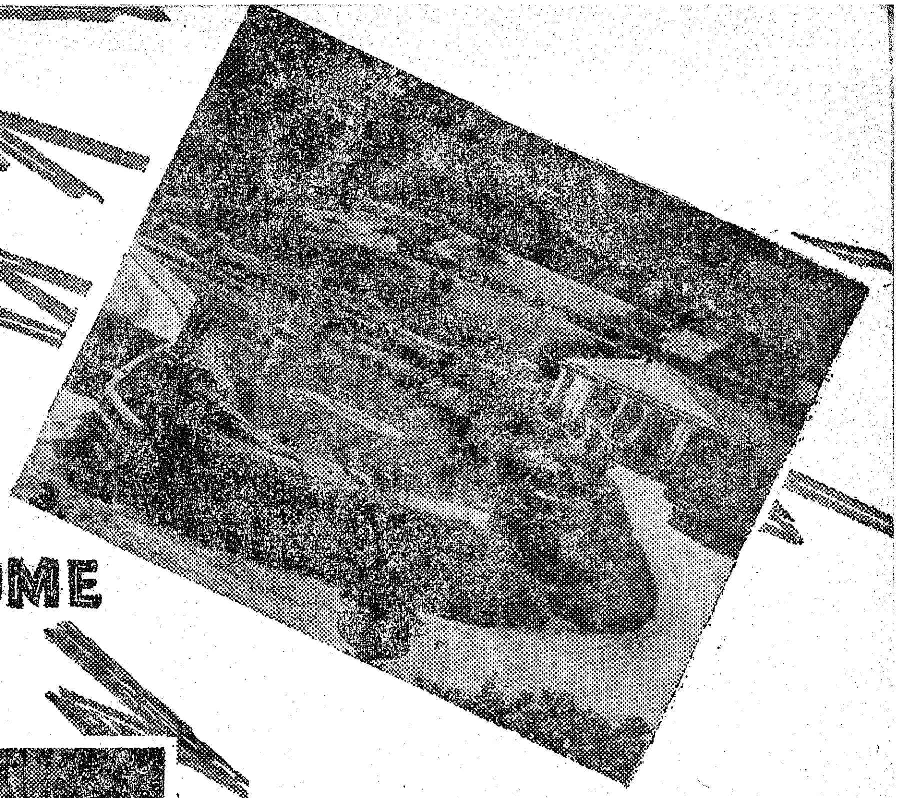
The Primary Co-operative Societies and the Marketing Societies in the rural areas will be assisted to undertake the sale of essential consumer articles, like sugar, food, cloth, common medicines and kerosene, etc. Besides, 4,000 co-operative stores would be established in all the important cities of the country by the end of 1963.

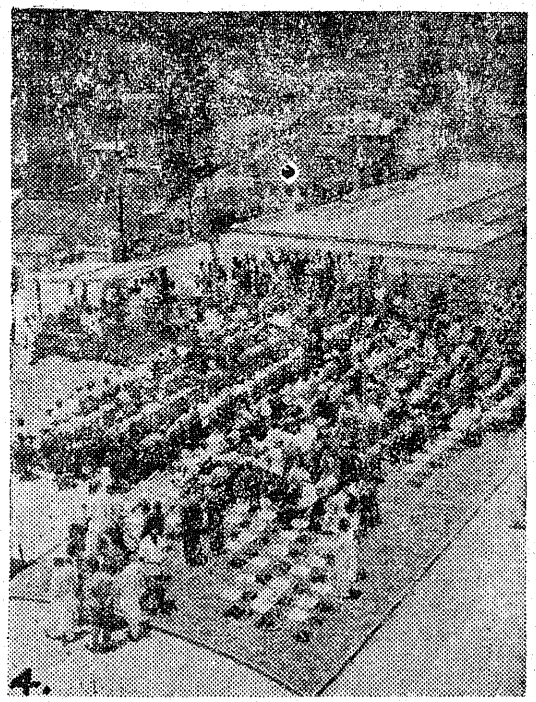
The net work of these co-operative stores, said Sri Shriman Narayan, would not only be instrumental in stabilising the prices of essential consumer goods but also in checking the evil of food adulteration.

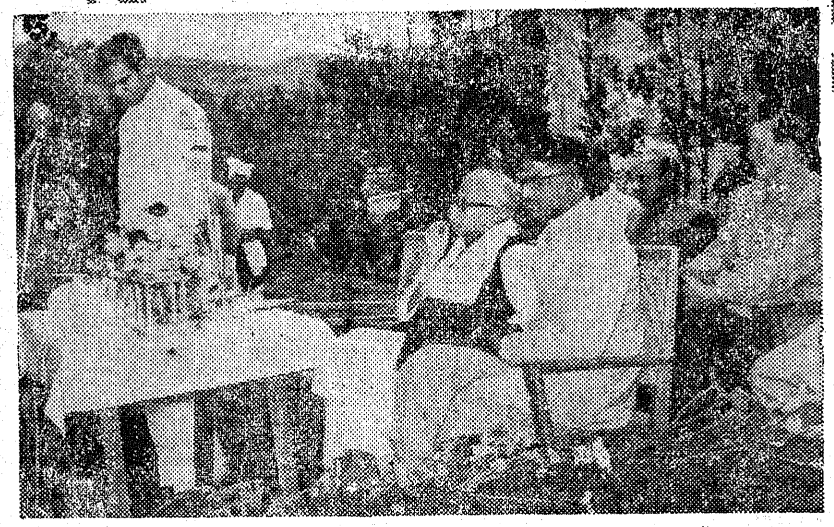
OOTY'S *new* TOURIST HOME











FOUR-STOREYED

The Tourist Bungalow is the first four-storeyed building in Ootcamund. In the general designing of the building, the climatic conditions in this hill station have been taken into account.

The building comprises three wings. The upper wing has two floors with six double rooms in each. The lower wing has four floors with 32 single rooms—five rooms in the basement floor and nine each in the ground, first and second floors. All floors are provided with wide verandahs to allow easy access to the rooms and each room has a balcony in front.

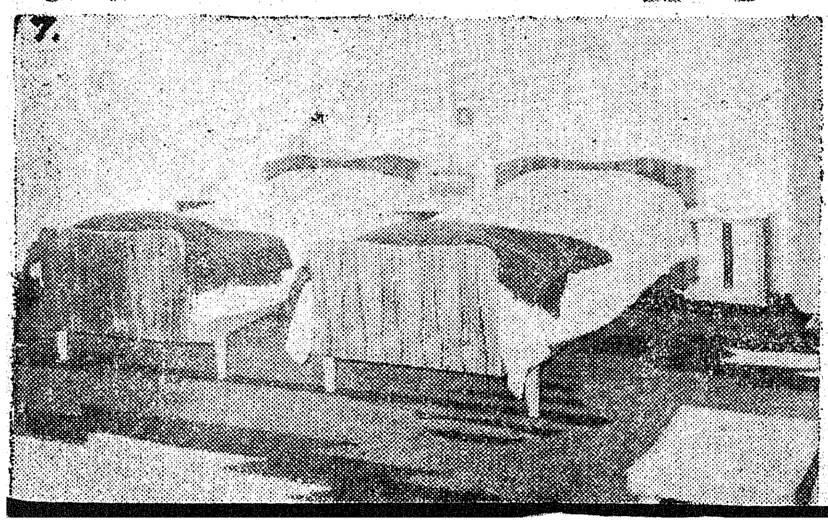
The special suites have in addition two single-seater sofas. The floors in all rooms, verandahs and lounges are provided with coir mattresses.

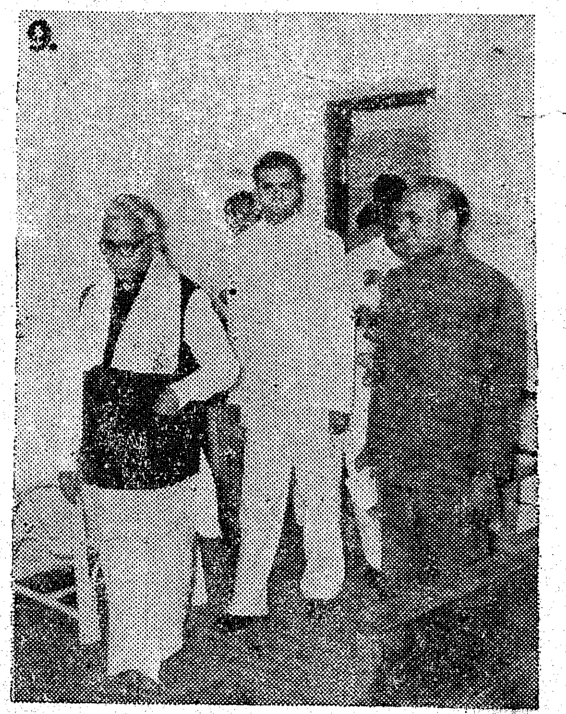
1. Tourist Bungalow at Ooty
2. Ooty Lake
3. Botanical Gardens
4. Audience at the opening ceremony of the Bungalow
5. Sri G. Bhuvarahan, Minister for Information, who presided on the occasion, addressing the gathering
6. Interior view of a double room
7. A suite
8 & 9. Inspection of a room by Ministers

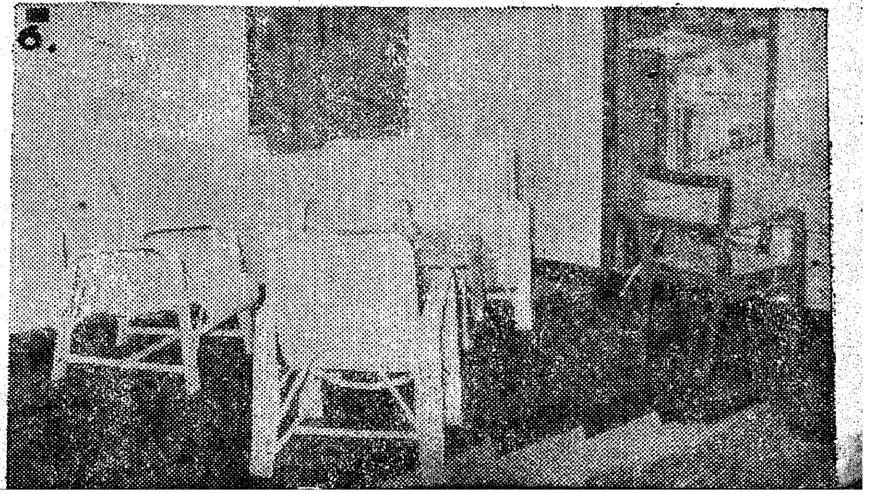
RULES

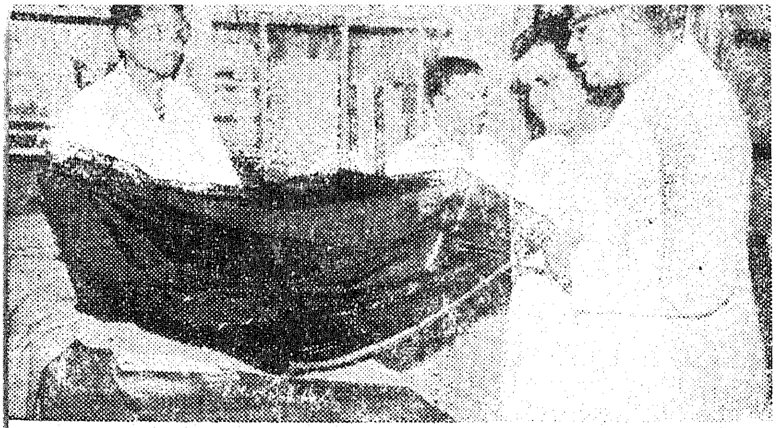
The bungalow is open to all visitors to Ootacamund. The principle of "first come first served" will be ordinarily followed, but where there are two or more, priority will be given to those coming from a longer distance.

Accommodation should, as far as possible, be reserved in advance by an application to the Manager, accompanied by the rent for the required number of days. In the event of cancellation, advance rent paid is forfeited. Accommodation will be offered even without advance reservation, if available. Normally no person will be permitted to stay more than 15 days at the bungalow unless there is no demand for accommodation by other visitors.









Sri R. Venkataraman, Minister for Industries, inaugurated a branch of the Sales Depot of Ammapettai Handloom Weavers Co-operative Society, Salem, at T. Nagar on 2nd May 1963

of the State, district and the primary stores societies, grant of working capital, guarantee to the State Bank of India for financial accommodation provided to the State and district societies for making bulk purchases, grant towards rent, managerial cost on a graded scale, loans and subsidies for purchase of trucks, etc. A sum of Rs. 36·21 lakhs is proposed to be sent during the current year.

Consumers' co-operative stores

Apart from the scheme of opening retail units for the public, another scheme for the organisation of about 150 consumers' co-operative stores for the benefit of the employees in the industrial establishments and planatations has been sanctioned by the Government. Seventy-seven such stores are already functioning in the State. For these societies, assistance has been provided by the employers by way of rent-free accommodation, managerial assistance, temporary advance for making purchases, recovery of credit sales, etc. The scheme envisages the provision of similar assistance for the stores to be organised also. The organisation of stores at different centres is under way in co-operation with the managements. The State and the district societies will be supplying the requirements of the consumers' stores of industrial establishments and plantations also.

Provision has been made in the Third Five-Year Plan for the organisation and development of certain type of societies such as labour contract societies, societies for washermen and societies for the benefit of Auto-rickshaw drivers. The District Labour Contract Society for Kanyakumari was given free grants towards Reserve Fund, subsidy for purchase of implements, machinery and equipment and loan for working capital. The societies for washermen are given assistance in the shape of interest-free loans to members for payment of share capital and loans for purchase of equipment and washing materials.

Dairying and milk supply

With a view to accelerating the pace of progress in the development of dairying and milk supply in the co-operative sector, a larger measure of assistance is contemplated during the Third Plan period. While the provision made in the Second Plan for the co-operative schemes relating to dairying and milk supply was Rs. 70·88 lakhs, the outlay proposed for the Third Plan is Rs. 1,47·75 lakhs. Apart from increasing the production of milk, provision has been made in the Plan for improving the keeping quality of milk by the establishment with State assistance of more pasteurisation plants and the use of modern utensils at the production and distribution ends. Schemes for the preservation and improvement of cattle are also included in the Plan.

Housing co-operatives

The housing co-operatives in this State implement various schemes, viz., State Urban Housing Scheme, Low Income Group Housing Scheme, Middle Income Group Housing Scheme, Subsidised Industrial Housing Scheme and Rural Housing Scheme. Of these, the Low Income Group Housing Scheme and Subsidised Industrial Housing Scheme are being implemented as centrally assisted Plan schemes. The other schemes are being implemented as State schemes.

Besides, the Central House Mortgage Bank at Madras with its net work of 31 primary house mortgage banks is assisting persons already owning houses in their maintenance and upkeep. Government have also accorded permission recently for starting Primary House Mortgage Banks at Kumbakonam, Tirupathur, Tiruvallur and Rajapalayam. Government have invested a sum of Rs. 5 lakhs in the share-capital of the Central House Mortgage Bank. They have also guaranteed the repayment of fixed deposits invested in the Bank to the extent of Rs. 25 lakhs and of the loans obtained from the Life Insurance Corporation of India to the extent of Rs. 60 lakhs.

The Co-operatives and the National Emergency

Sri V. T. Krishnamachari.

The nation is united in its resolve that the aggressor should be driven out and is rallying to the support of the Prime Minister and the Government and it has also supported the special emergency measures that are being enforced.

Co-operators are of course ready to share fully in all these sacrifices and burdens and to play their part in the activities of citizens' councils and other organisations that are being set up all over the country. They have in addition, special responsibilities as co-operators. There are several directions in which the co-operators can make sustained efforts to serve the country.

The cardinal importance of increasing production to the maximum extent possible in all sectors of the economy needs no stressing. The war has to be won in farms and factories. Inevitably, agricultural production comes first. Its primary inportance is obvious,

Our economy cannot have a sound foundation if it has to depend on imports from outside for foodgrains to feed the people and for raw materials for our essential industries.

This is the reason why in 1956, when fixing the targets for Second Five-Year Plan, the Planning Commission aimed at producing by 1961 the country's entire requirements of foodgrains, oil-seed, cotton, jute, etc., and also of building up exports. The long term objective envisaged was building agricultural production in ten years.

This objective now holds good for the period 1960–71. In the Third and Fourth Plans, we aim at doubling in 1971 the national income from the rural sector as it stood in 1961.

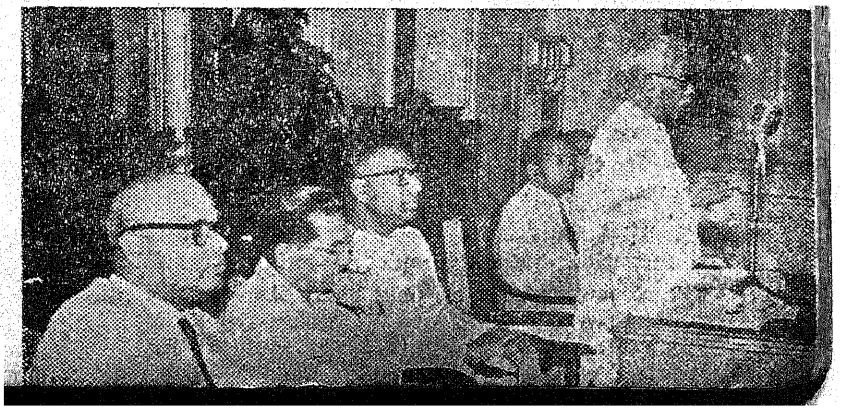
In this great task, the co-operative organisation has a vital role. The Panchayat institutions and co-operative institutions have the joint responsibility for working to achieve this objective.

It is the duty of the district, block and village panchayats, acting along with co-operatives at the district, block and village levels, to prepare district, block and village production plans in accordance with the general directions of the State Government and carry them out.

Village plan

The village production plan comes first. This should be prepared by the village panchayat and village multi-purpose co-operative society with the help of the block panchayat and with the consent of the entire village community.

Sri M. Bhaktavatsalam, Minister for Finance, is seen addressing the gathering after inaugurating the Second Orientation Course in Consumers' Co-operatives for the Executive Officers of the Wholesale Stores at the Rajaji Hall on the 1st May 1963



As part of this production plan, the village community should accept the obligation to utilise fully the facilities for scientific agriculture which are made available by the State organisations and the higher panchayat and co-operative bodies.

Among these, the most important are the irrigation facilities from multi-purpose, large and medium sources and minor irrigation works. In our three Plans, very large allocations are included for such works amounting to about Rs. 2,000 crores.

It is obvious that, unless the water-supplies made available in villages from such sources are fully utilised without any delay whatever, the expenditures incurred become infructuous for years and national interests suffer.

Taking the country as a whole, the utilisation of irrigation facilities cannot be said to be satisfactory. Water is now available for nearly 6 million acres which is not used. The main reason for this is that the field channels needed for utilisation are not excavated in time i.e., before supplies of water became available or immediately thereafter. Through estimate is that about 100 thousands miles of such channels now remain to be dug by the people whose lands are to benefit from irrigation.

These figures appear to be formidable as they relate to the entire country. Taken village by village, however, the problem becomes much simpler and easily manageable.

In the slack season

In the next working season which is also the slack season in agriculture—panchayats and co-operatives in villages take effective steps to have the field channels excavated by the beneficiaries in all such cases, so that the entire available irrigation may be profitably used. If this is done our production will increase considerably.

The district and block panchayats and co-operatives should take special interest in this and assist village panchayats and co-operatives in seeing that all channels are dug in time for the next cultivation season.

There is also another point. From time to time, new supplies become available from sources which are being constructed. The field channels needed for these should be ready *before* water is supplied. There should be no time lag. Panchayats and co-operatives should see to this.

It is well-known that even under the old established irrigation systems, major and minor, the silt-clearance and maintenance of field channels is neglected. Here again, effective action should be taken to see that the land-holders maintain these channels, so that the best results in production may be achieved.

For improving the yield

There are also other programmes to be carried out. Villages should arrange for the multiplication of improved seeds supplied to them by the block, and for their use.

Similarly, organic and green manures should be produced in every village and used along with the fertilisers that may be available.

EMERGENCY AND CO-OPERATION

From the winter of 1962 *onwards co-operatives all over India have been orienting themselves to meet the needs of the national emergency. Maintenance of the price line, an important task even in normal times, has become especially so in the emergency. Centrally sponsored schemes for the establishment of wholesale and primary consumer stores in urban areas and for assisting service co-operatives in rural areas to undertake the supply of essential commodities were, therefore, launched towards the end of* 1962. *Action was also taken to ensure that co-operatives are supplied with certain foodstuffs, textiles and drugs by Government. Co-operatives have been asked to foster the habit of thrift among their members and State Governments have been requested to pay special attention to the building up of the internal resources of co-operatives in the shape of increased share capital and deposits. The assistance of co-operatives in drawing up village production plans and helping in their execution by making credit, production requirements, etc., available and arranging for marketing has been emphasised.*

Co-operatives located in urban areas have been asked to devote special attention to the production of vegetables and fruits and to take up poultry farming, dairy and pisciculture wherever possible. Special attention has been given to the promotion of labour contract and construction societies which help weaker sections of the community, increase their income by eliminating middlemen and benefit Central and State Governments through reduction of costs. Co-operatives have also been asked to work closely with Panchayats in the organisation of the Village Volunteer Force, the core of the programme of which is intensification of agricultural production.

Then there are soil conservation and dry-farming programmes, including afforestation, for which there are liberal allocations in our Plans.

These programmes should also be carried out preferably through special co-operatives. In these ways panchayats and co-operatives can ensure that production is increased year after year, according to crop patterns settled in consultation with the technical staffs.

I know that our agriculturists would be ready and willing to carry out these duties, if co-operatives and panchayats assist them. Such assistance should be given to them promptly and at the right time.

District plans

The block and district plans are built up from the village plans. Implementation should be frequently reviewed and the higher panchayats and technical staffs should assist by organising supplies and services and removing bottlenecks. *There can be no better way in which panchayats and co-operatives can serve the country in the present emergency than by making the sustained efforts needed in these directions.* The responsibility rests equally with the non-officials and officials in panchayat and co-operative organisations at all levels. It must be mentioned that, in all these programmes, no foreign exchange is involved. Also when the existing allocations in the Plan have been fully utilised additional resources can be provided without difficulty. Where programmes result in increased production rapidly, there is no risk of inflation.

There are special programmes for States adjoining the border areas to meet the present emergency. In these also co-operatives should assist in the fullest measures possible.

Co-operatives at all levels should also work for promoting savings—securing deposits from members and non-members. The aim is that, in the shortest possible time, the movement should get all the resources it needs, from such deposits.

Defence Bonds schemes

The societies should also work to support the defence bonds schemes recently announced. This applies to all societies rural and urban—and to apex and central banks. It is essential that *every family* should invest in defence bonds, however small the amount may be. By doing this every citizen accepts his share of the common burden and gives evidence of national solidarity in this grave emergency.

It has been decided that there should be a large programme for consumer co-operatives in town and cities for maintaining reasonable price levels for essential commodities. These have to be started as rapidly as possible. All experienced co-operators should place their services freely at the disposal of the State Governments for promoting this movement. The National Co-operative Union has offered its assistance for organising training programmes, with the help of its member organisations, for the different classes of personnel required for starting and running these societies.

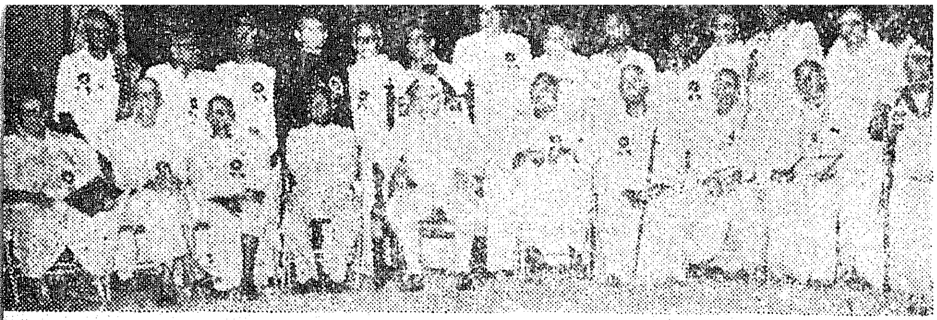
With the large expansion of the co-operative movement that we have before us, a strong public opinion should be created within the movement itself for maintaining high standards of efficiency and integrity and for preventing losses due to negligence and mismanagement. In this all co-operative organisations and members have a vital role.

Great tasks ahead

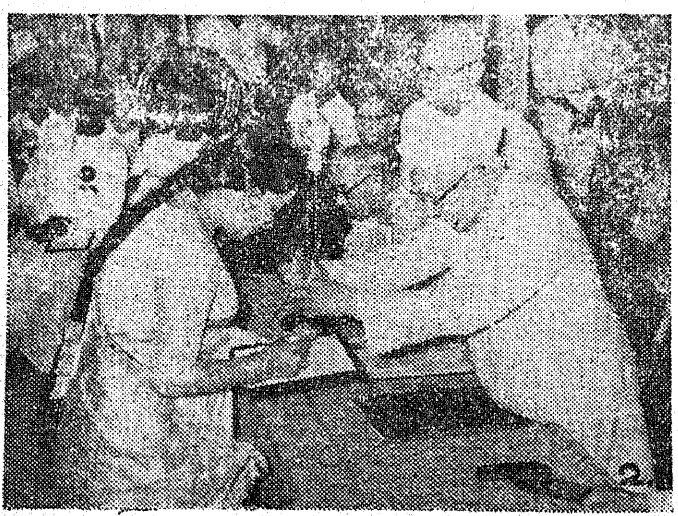
What has been said above gives an idea of the magnitude of the efforts all of us have to make in the present emergency and for the achievement of the large-scale social and economic development which the nation has placed before itself in its Five-Year Plan.

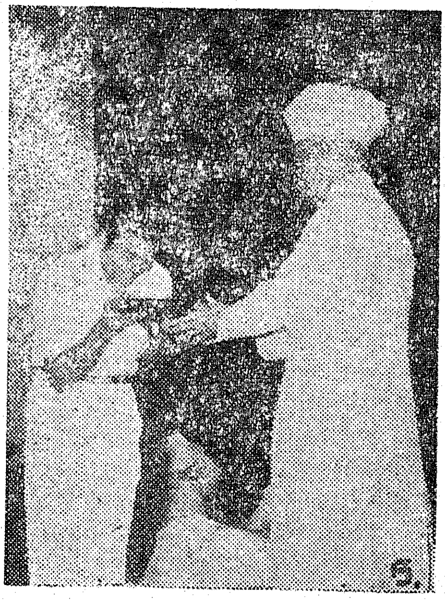
The co-operative movement is in a special position to undertake these obligations. It has organisations covering the urban and rural areas in the country. There are societies practically in every town and city : these have over 5 million members. There are also more than 210,000 primary rural societies with over 18 million members. Through this network we are in a position to influence practically every family in India.

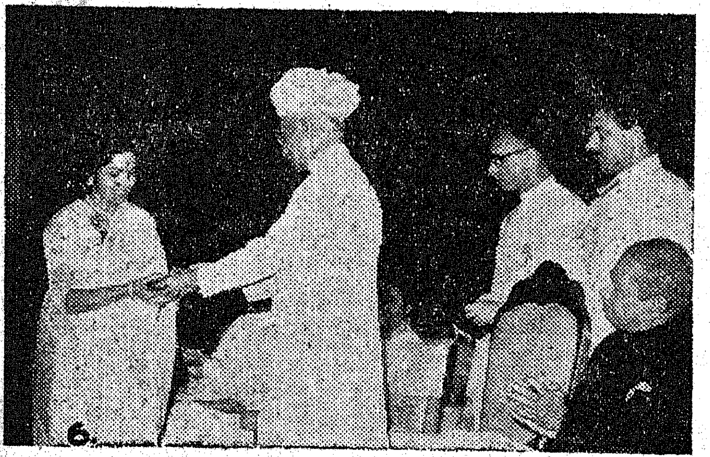
We should also bring into the movement in every block area, many educated young men and women who would be prepared to devote a definite part of their time to working in it. They should be trained to assist in the education of members in their responsibilities and also in the management of societies. In about ten years, societies of all kinds will have 110 to 120 million members and we shall need many thousands of dedicated workers to assist them.



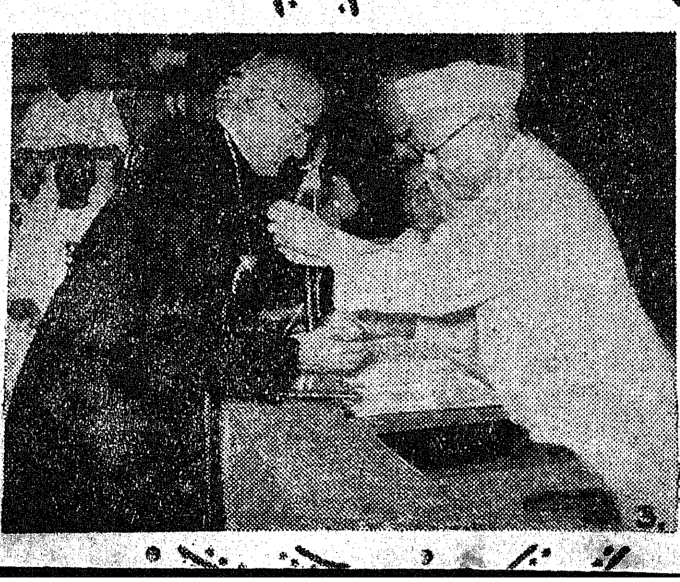
AWARDS for ARTISTES

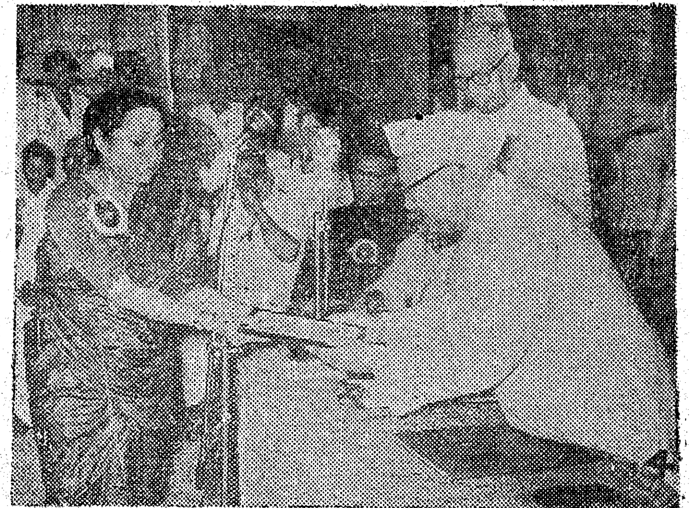






1. Governor Bisnuram Medhi with the artistes who received State Awards from the Madras State Sangita Nataka Sangam. 2. Smt. M. N. Rajam, drama actress, receiving the award. 3. Sri S. J. Acharya (Amateur), receiving the award. 4. Smt. N. S. K. Mathuram (actress) receiving the award. 5. Sri C. V. Sridhar, receiving the President's Silver Medal on behalf of Chitralaya, producers of "Nenjil Oor Alayam" (in Tamil). 6. Smt. P. Bhanumathi, actress, receiving the award from the President.





Awards for Artistes

Distinguished artistes in the fields of music, dance, drama and films received the Sangita Nataka Sangham award from the Governor of Madras at a public function held in the city on April 17, 1963. Each artiste was presented with a citation and a 14-carat gold chain with a pendant embossed with the insignia of the Sangham.

Since the inception of the awards in 1959–60 up till now 49 artistes have so far received these awards.

The Madras State Sangita Nataka Sangam was constituted by the Government of Madras by an order in the year 1955 for fostering and developing the fine arts of Music, Dance, Drama (including Kathakalakshepam) and films and for promoting through them the cultural unity of the country. It is financed through an annual grant from the Government.

One of the objects of the Sangam is to award prizes and distinction to and otherwise assist when necessary, individual artistes of outstanding merit in the fields of music, dance, drama and films. In pursuance of this object the Sangam instituted a scheme for award of prizes to distinguished artistes, as a recognition of their contribution in the field of fine arts, from the year 1959–60. In the year 1959–60 and 1960–61, artistes in the fields of drama and films were only selected for the award of the Sangam. From 1961–62 the scheme was extended to cover artistes in other fields, viz., music and dance.

Forty-nine awards so far

The Sangam selected 5 artistes in the year 1959–60 for its award. In 1960–61 the number was 7. Last year the number of artistes selected for the award was 14. In the current year 23 artistes have been selected for the award. The criteria for the selection are generally, experience of the artistes and their contribution in the field, seniority and reputation. Some of the senior artistes who have done good work and won name and fame, during their time and who may not be in the limelight now on account of their age are also selected for the award.

RECIPIENTS

Music

Sri Mariappa Swamigal (Composer), Sri Ramalinga Bagavathar (Vocalist), Sri Duraiappa Bagavathar (Gottuvadyam), Sri Marungapuri Gopalakrishna Iyer (Violin), Sri Kothandarama Iyer (Gatam), Sri Chinniah Pillai (Thavil), Sri P. Vaithialingam (Konnakkol).

Sri Embar Vijayaraghavachariar—Harikatha Kalakshepam.

Bharatha Natyam

Sri V. B. Ramiah Pillai ('Natya Acharya').

Drama

Sri S. J. Acharya (Amateur), Sri M. R. Radha (Actor, Professional), Srimathi M. N. Rajam (Drama Actress), Sri K. N. Ratnam, Sri Puliyampattai Subbha Reddiar (Producers of Dramas), Sri R. Venkatachalam (Ra. Ve) (play-wright).

Films

Sri K. Sarangapani (Actor), Sri (Sivaji) V. C. Ganesan (Actor), Srimathi N. S. K. Mathuram (Actress), Sri A. V. Meiyappan (Producer), Sri S. D. S. Yogi (play-wright), Sri Jiten Banerji (Camera-Man), Sri V. S. Raghavan (Sound Engineer).